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ABSTRACT

Concerned with the intrusion of corporate interests into American classrooms, this book presents a case against the business model of educational administration. In each of its seven chapters the book explores how and why the school-business model does not and cannot work. Chapter 1 provides an overview of the expectations currently placed on schools, compares those expectations with those of the corporate structure, and provides the groundwork for the remainder of the book. Chapter 2 examines the trends in marketing public schools. Chapter 3 examines the impact of the standards movement on students, teachers, and the public. Chapter 4 discusses factors within an educational setting that make it unlike a corporate environment. Chapter 5 discusses standards and curriculum. Chapter 6 examines the role that nontraditional educational environments play in tandem with traditional public education. Chapter 7 examines the effects of the No Child Left Behind Act. (Contains 47 references.) (WFA)

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